



## General Manager's Message



Keith Bernard

It takes a well-trained team to get a BART patron from Point A to Point B.

Similarly, it takes a very special organization to bring the services of Bay Area human services agencies to an estimated one out of every three residents.

We all benefit from United Way and United Way has benefitted from the generosity of BART employees every year since the District was formed in 1957.

We're proud of our record of contributions to this campaign. Records have been broken every year — and this year we are hoping to top that again with 70 percent participation by BART employees.

The community has supported us with ever-increasing patronage. Now we have the opportunity of giving some of this support back to the community.

Less than 10 cents of every dollar goes to cover the costs of United Way's fund-raising and administration.

It's the best fund-raising bargain in town. "Community involvement — the United Way!" **bci**

United Way Lead Coordinator Chuck Sampson (left), ATU 1555 President Hank White, United Way coordinator Aldo Del Col, BARTSPA Vice-President Kay Springer, BPOA President Mike McLucas, BPMA Sec-

retary/Treasurer Mark Howard and United Way coordinator Mike Dector help to kick-off BART's 1985 United Way fund drive. (UPE 790 representative was unavailable when this picture was taken.)

## BART Launches United Way Drive

*EDITOR'S NOTE: Due to printing deadlines, this special edition of BARTalk went to press before the official United Way kick-off celebration.*

"Community Involvement — the United Way!" is the slogan and Oct. 24 the date for the kick-off of BART's 28th annual participation in the five-county fund-raising drive.

General Manager Keith Bernard and a representative of the United Way will introduce the program at the Oakland Shops.

A shuttle bus will be provided to take employees from LMA and MetroCenter and the program will tour the Hayward, Concord and Richmond shops.

Entertainment will include the jazz music of Mal Sharp, a United Way movie and singing by Jan Walters.

She will perform a special BART - United Way song composed for the occasion by Robin Anderson, a staff assistant in the controller/treasurer's office, who has won several awards for country music lyrics.

(See **BART LAUNCHES** — page 5)

## They're Committed — The United Way

The three coordinators who have volunteered their time to the 1985 United Way drive are firm believers in this method of giving.

It benefits everyone, says Chuck Sampson, because "the agencies funded by United Way provide services for all the people of the community — both young and old."

"United Way is an efficient method of helping to meet the social service needs of the community," points out Aldo Del Col.

"Employees should donate because at one time or another, most of us will benefit from it," stated Del Col.

Mike Dector adds that United Way increases the organized capacity for people to take care of other people.

"This year's theme sums it up," he says. "It's community involvement and this is a great way to become involved with the community."

"United Way, in addition to providing funds, also sends in experts to assist the charities with the most efficient use of the money."

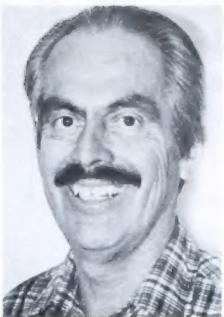
With committed coordinators and dedicated donor representatives, this year's United Way drive should go over the top. **bci**

## Here They Are – the 1985 'Donor Reps'

Meet some of the 79 BART employees who have volunteered as Donor Representatives during the United Way drive. If your work station is not represented, call Chuck Sampson (6192), Mike Decter (6721) or Aldo Del Col (6424). More pictures on page 5.



**Joe Arriola**  
S.A.; C-Line



**Pete Avalos**  
Maint.; OKS



**Ruth Brown**  
T/C; LMA



**Lou Buitrago**  
S.A.; M-Line



**Jim Bunker**  
T.O.; OHY



**Dan Carson**  
Off. Ser.; LMA



**Maury Clapp**  
E&C; MET



**Lee Cohen**  
Safety; LMA



**Calvin Coleman**  
M/C; LMA



**Frances Corritore**  
T/C Eng; MET



**Marjorie Davis**  
Clerk; BPD



**Gus De La Torre**  
A/A; LMA



**Gloria Edmonson**  
P&W; MET



**Wes Farrer**  
Maint.; OKS



**Randy Franklin**  
S&A; LMA



**Andre Gabany**  
W/M Eng; MET



**Wade Gomes**  
BPD; LMA



**Michael Gonsolin**  
BPD; LMA



**Pete Harrington**  
T&S; OKS



**George Hodgerney**  
P/F; OSA



**Bob Hoffman**  
S.A.; M-Line



**Harry Holder**  
BPD; LMA



**James Jackson**  
T.O.; ORY



**Linda Jiminez**  
Tool Room; OKS



**Leonardo Jonson**  
Const.; MET



**Richard Kerrigan**  
Maint.; OKS



**Nancy Ladd**  
Treasury; CHB



**Hank Loud**  
AFC; LMA

# Why You Should Give to United Way

By Glenda Coates

This has been the year of the BIG charitable contribution drive – from the "Live Aid" concert to the relief for troubled American farmers.

And now United Way comes once again to ask BART employees for their contribution to the annual Bay Area fund drive.

At times we hear of organizations collecting funds for different causes only to learn that the monies were not allocated properly.

There's that nagging doubt as to whether the people that these funds are supposed to help get the assistance they need.

With United Way, there's no question. The money that employees request withheld from their paychecks may be allocated to any organization through the Donor Option Plan.

And you can request confirmation from the organization that the funds were actually received.

Unlike other charitable organizations, United Way spends less than 10 percent of its budget on fund-raising and administrative costs.

It's so easy to contribute. There is no paperwork involved after the initial request form is completed.

The money raised goes to rehabilitation services, drug abuse programs, legal aid, emergency shelters, Big Sisters/Brothers and the American Heart Association – to name just a few of the member agencies.

Such organizations as the boy/girl scouts, boy/girl clubs, YMCA, YWCA, Visiting Nurses Association and hospital volunteer programs can offer services at lower cost because of United Way funds.

Take the time to review the list of recipients. It might make last year's slogan ("I don't know you, but I love you") seem out of place because you do know them.

They are your neighbor, the person at the bus stop, your co-workers, members of your family.

These organizations are based in the five Bay Area counties. The people assisted are local people.

The old saying "charity begins at home" becomes uniquely true when you give to United Way. **b**

*You can make the difference...*



Barry Love  
TVM; OHY



Liz McCarrie  
M&E; LMA



Donna McCartney  
Training; HTC



Jim McDaniel  
S&I; ORY



Dave McGinnis  
P/F; OSA



Anne Meloy  
Rel. Eng.; MET



John Mitrick  
BPD; LMA



Bob Ornelas  
BPD; LMA



Victoria Palmer  
S&A; MET



Jeanette Parker  
EPA; BPD

**BART's UNITED WAY!!!**



**Bob Peshel**  
E/C; MET



**Jessica Phrogus**  
S.A.; C-Line



**Maria Rayner**  
S.A.; R/K Line



**Lillian Roberts**  
Legal; LMA



**Brenda Robinson**  
Budget; LMA



**Randy Roderick**  
T.O.; OHY



**Bill Roe**  
P&W; OSA



**David Rowsey**  
BPD; LMA



**Carroll Shepard**  
T/OP; OCT



**Mike Standish**  
Treasury; CHB



**Sue Stephenson**  
Comp. Eng; MET



**Joe Torrisi**  
E&C; MET

#### **BART LAUNCHES — from page 1**

George Ross and Lee Parker will perform a clown routine along with Frank Soares, who plays "Hammy" (he's retired from Hamm's Brewery; hence his "clown name.")

All three men are members of the Shrine Clowns, an 80-member group which donates time and money to children's hospitals.

After the performances, coffee and croissants will be served.

This year's campaign coordinators are Chuck Sampson, supervisor of industrial safety; Mike Dector, transportation supervisor, Field Services, and Aldo Del Col, project control administrator, Maintenance and Engineering.

Another 79 Donor Representatives have undergone special training and will be responsible for personally contacting each and every one of BART's 2,254 employees by Nov. 8, the closing day of the United Way campaign.

The goal this year is 70 percent participation, an increase of six percent over last year's record-breaking United Way campaign.

Last year 64 percent of BART's employees contributed more than \$77,000 — and that represented an increase of eight percent over 1983.

In conjunction with the campaign, there will be a contest in which readers of this special edition of BARTalk will be asked to determine how many times the words "United Way" have appeared in these columns. (See story on page 4.)

This year United Way will distribute some \$33,033,000 to 241 agencies, serving 1.8 million persons or one out of every three Bay Area residents.

Services include programs for the sick and the elderly, day care, suicide prevention, youth activities, battered women's shelters and emergency financial assistance for families. **b**



**Jan Walters**  
I/S; LMA



**Tom Weeks**  
BPD; LMA



**Joanne Williams**  
EPA; BPD



**Keiko Wittshirk**  
Clerk; OCT



**Al Yee**  
Fin.; LMA



**Vicky Young**  
C/S Eng; MET

## **Help is Available - By Phone - From 5,000 Agencies**

With 5,000-plus human care agencies in the Bay Area, it can be hard to find the right assistance when illness, trauma or crisis strikes.

That's why United Way of the Bay Area established an Information and Referral Service with trained staff and volunteers to answer calls Monday through Friday from 9 a.m. to 4:30 p.m.

Last year, more than 21,000 persons utilized the service which also provides follow-up calls to make certain help is obtained.

Callers are referred to both public and private agencies — and all queries are kept confidential.

So — when trouble strikes — remember to dial 772-HELP. **b**

# County by County – United Way Reaches Out a Helping Hand

The United Way funds 241 agencies in five Bay Area counties but employees may donate to any non-member agency of their choice through the Donor Option Plan.

Any tax exempt human services agency in the state of California is eligible to receive funds.

In the three BART counties, United Way funds assist, among others, Boys' and Girls' Clubs, Big Brothers and Big Sisters, Boy Scouts, Girl Scouts and Camp Fire Girls.

Examples of other agencies receiving funds include:

## ALAMEDA COUNTY:

**Sickle Cell Anemia Research & Education (SCARE)** – an Oakland-based organization providing educational services to the public and health professionals as well as screening and genetic counseling

**Eden Youth Center** – A Hayward clearing house for 26 agencies providing a variety of services to youth in southern Alameda County as well as a tutorial and work training program.

**Tri-Cities Children's Center** – a Fremont childcare center open five days a week from 5:30 a.m. to 6 p.m. Offers Spanish and Sign Language in cultural education programs.

**Over 60 Health Clinic** – provides preventive health care screening, general medical and dental services, counseling and follow-up and outreach activities in Berkeley area.

**Centro de Servicios of Alameda County** – a Union City agency providing bilingual, bicultural services to low-income Spanish-speaking residents of southern Alameda County. Includes advocacy, legal assistance, counseling, emergency medical transportation, information and referral and immigration services.

**Filipinos for Affirmative Action/Filipino Immigrant Services** – based in Oakland, it provides employment counseling, job referrals, immigration counseling and community education.

## CONTRA COSTA COUNTY:

**Centro Hispano** – a Brentwood program providing assistance, education and crisis intervention for low income and migrant families.

**Battered Women's Alternatives** – provides shelter, safe homes, crisis counseling, legal assistance and counseling in Concord area. Also counsels battering men.

**Vietnamese Family Community Center** – a Richmond organization assisting the Vietnamese refugee community in the county.

**Family Stress Center** – a Pleasant Hill agency providing therapeutic and educational services for children and parents involved in child abuse.

**Contra Costa Crisis & Suicide Intervention** – a Walnut Creek organization with trained volunteers for crisis telephone counseling and referral service 24 hours a day, seven days a week. Also grief counseling, supportive counseling for prison inmates and a Speaker's Bureau.



## SAN FRANCISCO:

**San Francisco Senior Center** – offers seniors a well-rounded program of social, recreational and educational opportunities.

**Chinese Newcomer Service Center** – provides bilingual information and referral, adjustment counseling, interpretation services, job placement and housing assistance.

**United Japanese Community Services, Inc.** – A consortium of agencies providing residential, adult day and respite care, senior activity programs, meals and transportation. Also recreational and social services for youth.

**Hunters Point Boys' Club** – offers educational, vocational and recreational programs through individual counseling, small groups and team activities.

**La Raza Centro Legal, Inc.** – provides bilingual legal services to low- and moderate-income, primarily Spanish-speaking residents of the Bay Area. b

## Start Counting – United Way, United . . .

How many times has the phrase "United Way" appeared in this "Special United Way Issue of BARTalk, 1985"?

If you guess — or count — correctly you may win a stereo, an AM/FM electronic clock radio or a Kodamatic Pleaser II camera.

Entries should be submitted by 5 p.m., Friday, Nov. 8, the final day of the campaign, to Mike Deeter, Crew Office, Metro Center Ground Floor.

Entry blanks may be obtained from the donor representative at your work station.

If there are a number of correct answers, the determination of the three prizewinners will be made at random by computer.

If there are no correct answers, all entries within five digits above or below the

correct number will be fed into the computer and the selection of the winners will be made at random.

Prior to the selection of the winners, the correct answer will be determined by the Editor of BARTalk.

Only legible entries will be eligible for the contest.

The prizes have been donated by TDI Winston Network, the advertising agency that handles the advertising on the system.

**Editor's Note: When counting, include the possessive form (United Way's) and when the phrase appears in quotes ("United Way"). Do not count the abbreviated form (UW). These two count and my count is final! b**

Chances are, you've never heard of Kimochi Senior Center, or the people it helps. For Asa Hori, the center provides hot meals daily. For Masae Sato, a place to live. And for many seniors like them, it offers recreation, transportation and other needed services. You make these things possible. When you give to the United Way, you help support senior centers all around the Bay Area.



**BARTalk**

A publication for and about the employees of the San Francisco Bay Area Rapid Transit District.  
800 Madison St., Oakland, CA 94607  
(415) 464-6000

Keith Bernard ..... General Manager  
Mike Healy ..... Dept. Manager, Public Affairs  
BARTalk Staff

Sy Moubier ..... Managing Editor  
Sandy Tibbets ..... Asst. Managing Editor  
Vicki Wills ..... Circulation  
Art Richardson ..... Staff Artist

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**\$1.50 per week**

will provide a whole year of hot lunches, health screening, case management, recreation and cultural opportunities for an inner-city senior citizen.

**\$2.15 per week**

will pay for shelter, counseling, job readiness training, clothing, arts programming, advocacy and social service outreach for a homeless young adult.

**\$3.25 per week**

means that an isolated person will receive a visit from a "friend" once every week for a year.



**\$5.15 per week**  
brings four home-nursing visits to an elderly invalid who cannot afford expensive hospital or convalescent home care.

You can  
make a  
difference.



**\$9.50 per week**  
provides fifty hours of respite care for a developmentally disabled child.

**\$7.90 per week**  
will cover an intensive career education and employment readiness program for a minority youth.

**\$8.90 per week**  
will insure that when fire or flood strike, a family of four whose house was destroyed can receive food and shelter for two weeks.

**\$10.50 per week**  
means that a young boy without a father will have a "Big Brother" for one year.

**BART and the United Way:  
Partners in Building a Better  
Community**

